

Shiatsu within a Corporate Environment



www.shiatsuhealthpoint.co.uk

Why work with Shiatsu within a Corporate Environment?

There can be many advantages to working within a corporate:

- Clients all in one place
- Clients are working and should have disposable income
- You have a captive audience
- No marketing or overhead costs apart from travelling to the business.
- People working at computers all day usually have stress, back ache, RSI etc and are in need of Shiatsu
- We are in a world where there is more and more expectation and pressure, and hence, stress in the working environment

Disadvantages to Working within Corporates and the Solutions

The disadvantages may be:

- There is no suitable room to work within. You could offer to work on a chair rather than a futon which needs less space.
- Staff may be busy and stressed and just thinking 'I need to get back to work, I haven't got time for this' etc. You could offer shorter treatments, treatments in lunch breaks, treatments before or after work, taster treatments at work and a full treatment outside of work. Once sampled and they realise the benefits of Shiatsu they should soon change their minds!
- Finances. Companies should offer you a lot of clients in one location with little overheads so offer reduced cost treatments. Pitch to the company how much sickness costs to companies and see if they can contribute to the cost.

“If you can show that Shiatsu can reduce sickness days and thus reduce costs for the companies then you should get their attention.”

Stress in the workplace

Could this be down to the increasing pressures in the workplace? With cuts in funding for budgets and employees, people are expected to get through more work and are expected to work longer hours. Businesses must recognise the importance of managing stress in the workplace and we need to get the message across to businesses that we exist to help them recognise the scale of the challenge and understand how to reduce its impact.

The Statistics

If you are considering working within local businesses then go prepared with facts about how much sickness costs businesses and how much a business can save – not only in monetary terms but also in terms of morale, HR, production etc. If you can show that Shiatsu can reduce sickness days, and thus reduce costs, for the companies then you should get their attention.

The Statistics

526,000 Workers suffering from work-related stress, depression or anxiety (new or long-standing) in 2016/17

12.5 million Working days lost due to work-related stress, depression or anxiety in 2016/17

Industries with higher than average rates of stress, depression or anxiety, averaged 2014/2015 – 2016/2017:

- Human Health & Social Care activities
- Public Administration and Defence
- Education

In 2016/17 stress, depression or anxiety accounted for 40% of all work-related ill health cases and 49% of all working days lost due to ill health.

The Professional occupations category has a statistically significantly higher rate of work-related stress, depression or anxiety than the rate for all occupations.

For the three-year period averaged over 2014/15-2016/17, the Professional occupations category had 2,010 cases per 100,000 workers, compared with 1,230 cases for all occupational groups. However the broad categories of Skilled trades, Elementary occupations and Process

plant and machine operatives had statistically significantly lower rates of work-related stress, depression or anxiety at 460, 760 and 620 cases per 100,000 workers respectively.

Looking more closely at the broad category of Professional occupations we can assess which professions are driving the higher rate of work-related stress, depression or anxiety.

Nursing and midwifery professionals at 3,090 cases per 100,000 workers, Teaching professions at 2,640 cases, Welfare professionals at 4,420 cases, Legal Professional with between 1,670 and 4,350 cases and Business research and administrative professionals at 1,840 cases all have statistically significantly higher rates of work-related stress, depression or anxiety than the rate for all occupational groups.

Work-related stress, depression or anxiety by age and gender

In the three year period 2014/15-2016/17 the average prevalence rate for work-related stress, depression or anxiety for males was 1,170 cases and 1,880 cases for females per 100,000 workers. Females had a statistically significantly higher rate than males in this period.

For males, the 16-24 years (720 cases per 100,000 male workers) had statistically significantly lower rates than all males persons combined in this period. The age categories 25-34 years, 35-44 years and 55 years + with rates of 1,060 and 1,340 and 1,060 respectively were not statistically significantly higher than the all-male rate. The age category 45-54 years was significantly higher at a rate of 1,440.

Within the female age categories 16-24 years and 55+ years, the rates of 1,110 and 1,420 cases respectively per 100,000 workers were statistically significantly lower than the rate for all females. The age categories 25-34 years and 45-54 years had rates of 1,930 and 2,120 cases respectively per 100,000 workers and were not statistically significantly different from the all-female rate. The 35-44 years rate of 2,430 cases per 100,000 workers was statistically significantly higher than the all-female rate.

Work-related stress, depression or anxiety and workplace size

Compared with the rate across all workplaces sizes, small workplaces had a statistically significantly lower rate of work-related stress, depression or anxiety whilst medium and large workplaces had statistically significantly higher rates.

The rate across all workplace sizes was 1,230 cases per 100,000 workers with Small (Less than 50 employees) 970 cases, Medium (50-249 employees) 1,430 cases and Large (250+ employees) 1,770 cases.

Source: <http://www.hse.gov.uk/statistics/causdis/stress/stress.pdf>

Where to Start

Start by talking to the Receptionist. Be very polite and ask for the name of the person you need to talk to. Find out who deals with employee wellbeing – depending on the size of the company it could be a Wellbeing Officer, HR Manager, Manager, CEO, Director, owner. Once you know, say thank you and hang up.

Call again a few days later and ask to talk to that person by name. If this fails then follow up with a letter or an email. Persevere!

Send the person the sample letter given towards the end of this document.

Literature / Advertising

Have professional literature available. Depending on the deal you reach with the company these could be:

- Leaflets about yourself and Shiatsu to leave in the companies canteen, break-out areas, Reception etc. Ask for leaflets to be circulated to all members of staff.
- Does the company have an intranet or other means of communicating with its staff? If so, draft an article and ask if that can be circulated.
- Poster – to be placed on the company's notice boards, in lifts, canteen etc.
- Does the company have a staff Facebook page or other social media pages? Ask if you can post on the pages.

Which Companies to Target

Any! Companies local to you, or ones that you are willing to travel to, small or large. Include:

- Businesses, business centres
- Hotels, b&bs
- Gyms, sports centres, golf clubs
- Prisons
- Solicitors
- Health centres
- Hospitals
- Warehouses
- Supermarkets
- Schools, colleges, universities

- Accountants
- Caterers, Restaurants
- Care homes, nursing homes
- Council offices
- Airports

Anywhere there are employees.

Sample Letter/Email to Companies

Herewith a template letter to send to companies which you can adapt to personalise for yourself.

Dear [name],

Would you like to reduce sickness and absenteeism within your company, and hence reduce costs and increase production, and help retain your key employees? Have you considered a health and wellbeing scheme?

Benefits to employees

- Reduces stress in the workplace
- Improves health and wellness
- Boosts morale and creates a happy workforce and working environment
- Increases efficiency and performance

Cost savings to the Company

According to the HSE during 2016/2017 12.5 million working days were lost due to work-related stress, depression or anxiety. In the same period, stress, depression or anxiety accounted for 40% of all work-related ill health cases and 49% of all working days lost due to ill health.

Source: <http://www.hse.gov.uk/statistics/causdis/stress/stress.pdf>

We are sure you are aware of the impact employee absence has on a company. What better way to attract, reward and retain staff, thus saving you time and money.

*“Clients do not come first, employees come first.
If you take care of your employees, they will take care of your clients.”*

- Richard Branson

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Employee Health & Wellbeing

I offer a professional employee Shiatsu health and wellbeing programme, or one-off initiative.

Shiatsu

Shiatsu is a Japanese hands-on non-invasive complementary therapy.

Shiatsu means finger (Shi) pressure (atsu). A Shiatsu practitioner will use gentle finger and palm pressure, stretches, and rotations on the meridians/channels of the body.

The role of the Shiatsu practitioner is to help activate the natural healing and recuperative powers of the client. Regular treatments are important when there is a chronic condition, but Shiatsu is most effective when used preventively. The cumulative effect of treatments helps to strengthen the immune system, tonify organs, and keep the body's energy and blood flowing smoothly.

Qi (energy) flows through the body in channels called 'meridians'. Qi flows freely in healthy people but if Qi becomes blocked or stagnant then illness, aches and pains can occur.



Treatments can be carried out on a chair or a futon (mattress) on the floor. Without the need to undress, or use oils, Shiatsu is ideal for the workplace.

A treatment usually lasts around one hour but shorter treatments can be tailored to suit the needs of the business.

Shiatsu consists of a minimum of 3-years training so you can be assured that your employees are in excellent hands.

What can Shiatsu help your employees with?

Many people have a Shiatsu treatment to help with general relaxation/tension and thus use it as a preventive health and wellbeing measure. Others have Shiatsu to help with a specific ailment, especially those who work within a corporate environment and often work long hours at a computer. Shiatsu can be very beneficial for conditions such as:

- Back pain
- Shoulder / neck pain
- RSI
- Headaches
- Stress, tension, anxiety
- Insomnia

Shiatsu treats the whole body as well as the mind so it is an overall wellbeing treatment. Advice is often given on diet and lifestyle.

Research

The Effectiveness of Shiatsu: Findings from a Cross-European, Prospective Observational Study.

Prof Long AF. Health Systems Research, University of Leeds, UK
J Altern Complement Med. 2008 Nov;14(9):1175.

The objective of this study was to explore client perceptions of the short term and longer-term effects of shiatsu. There were 85 shiatsu practitioners in three countries involved in the study: Austria, Spain, and the United Kingdom. There were 948 clients receiving shiatsu from 1 of these practitioners.

RESULTS: 86% of patients perceived that Shiatsu was effective in treating symptoms of stress and tension, problems with muscles and joints including back pain and posture, low energy and fatigue. The study found receivers had a reduced dependence on medication.

The most mentioned symptom groups were problems with “muscles, joints, or body structure,” “tension/stress,” and “low energy/fatigue.”

Practitioners / Training

Shiatsu practitioners in the UK undertake a 3-year training course and most carry out further training and CPD. All clients of Shiatsu Health Point adhere to our stringent Code of Ethics and are fully insured.

Wellbeing Scheme Offers

We can tailor our scheme to suit your companies and employee’s needs. As a guide:

Shiatsu Health Point Ltd

Kemp House

160 City Road

London

EC1V 2NX

Tel: 0333 355 4905

info@shiatsuhealthpoint.co.uk

www.shiatsuhealthpoint.co.uk

No of employees treated per visit	30 minute Chair or futon treatment (cost per treatment)	60 minute Chair or futon treatment (cost per treatment)
1-2 employees	£20 (reduced from £25)	£30 (reduced from £40)
3-5 employees	£17 (reduced from £25)	£25 (reduced from £40)
6-8 employees	£14 (reduced from £25)	£20 (reduced from £40)

If you interested in hearing more about what we can offer then please do not hesitate to contact us.

If you would like to receive a FREE Shiatsu treatment so you can experience the excellent benefits yourself then I would be only too pleased to offer you this treatment. Please just let me know.

We look forward to hearing from you.

Yours sincerely

[name]
Shiatsu Practitioner

